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CAMELLIA
BLOOD
OF
CHINA

中國血茶花



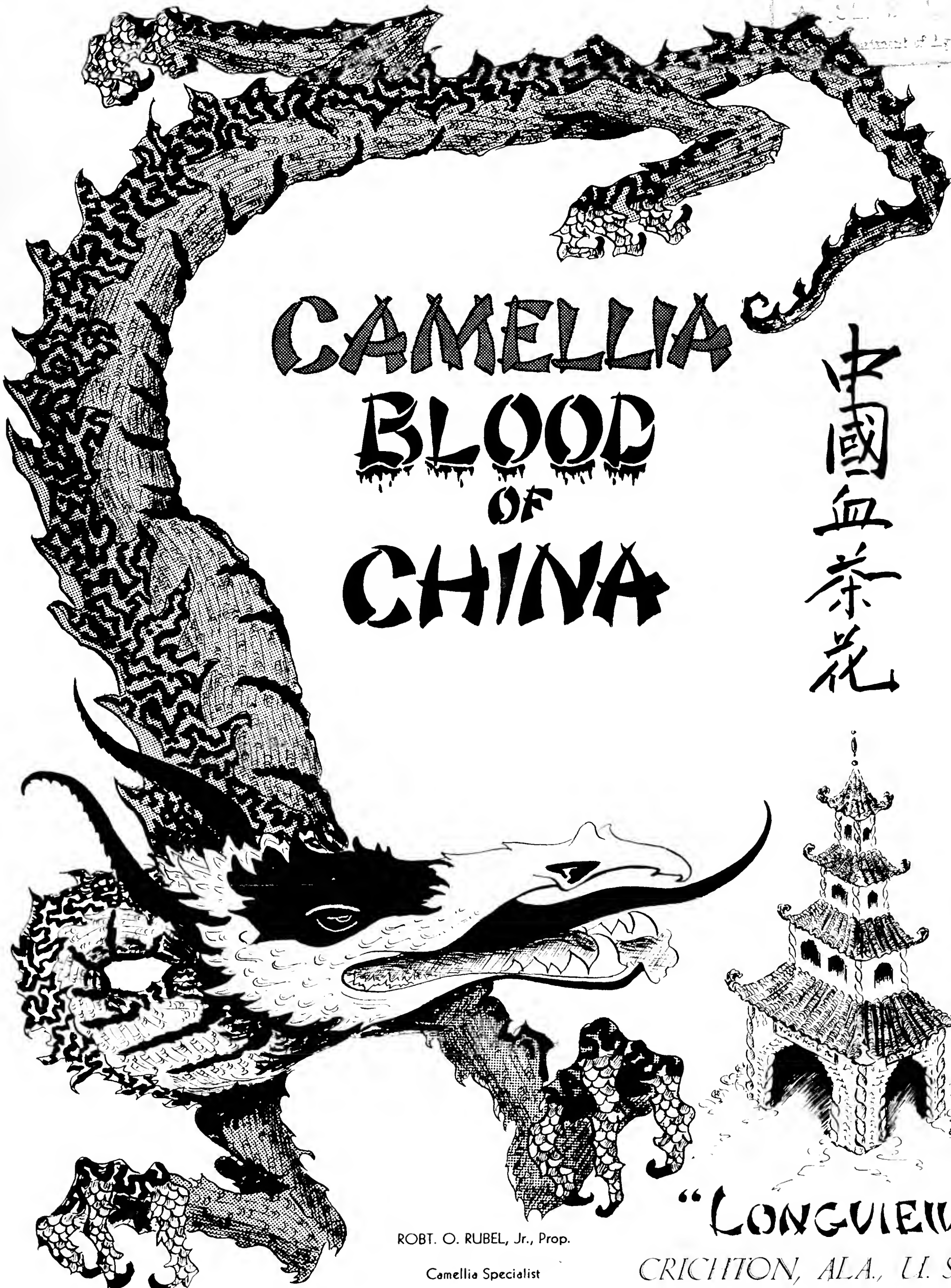
E. Giddens

"LONGVIEW"

CRICHTON, ALA., U. S. A.

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist





Growing in the famous Bellingrath Gardens, near Mobile, is a Camellia that excites universal admiration when in bloom.

Visitors seeing the breath-taking beauty of this Camellia flower, marvel at its fiery color, the boldness of its large, showy buds, and enormous blossoms.

Here is a glinting jewel . . . a rare and priceless Ruby of horticulture. While known locally as VICTOR EMMANUEL, unimpeachable evidence found in authoritative books on Camellias, proves beyond doubt, this name is false.

A careful search of numerous old horticultural books at "Longview" library, as well as the library of the Massachusetts Horticultural Society and the Arnold Arboretum, including many European nursery catalogues, published during the past 100 years, fails to reveal the correct name. The true VICTOR EMMANUEL, was first described and pictured in L'ILLUSTRATION HORTICOLE, V. 14, 1867.

Other references to the correctly named VICTOR EMMANUEL are quoted on the following page.

The popularity and interest among Camellia fanciers, in this exciting and glamorous variety has demanded it should be renamed.

In selling Camellias, it has always been our policy to cite an authority for correct names, if known, along with the history of their introduction. In the case of this fascinating example, of the most sought for garden and conservatory plant, we are not privileged to name it . . . according to ethics of horticultural procedure. But, since after diligent search, the true name was not found, we are giving it a temporary name.

中國血茶花

不賣日貨



WE FEEL, THE MOST APPROPRIATE NAME, ONE SYMBOLIC OF THE WANTON WASTE OF INNOCENT BLOOD, OF CHINESE WOMEN AND CHILDREN, BY THE RUTHLESS INVASION OF THE JAPANESE MILITARY MACHINE, RAMPANT IN THE FAR EAST, SUGGESTS A MOST TIMELY NAME OF

BLOOD OF CHINA

The large vivid salmon-red flowers of BLOOD OF CHINA, portrays the spilled blood of countless non-combatants . . . savagely murdered by arrogant, Imperial Japanese forces . . . in their unlawful invasion of China.

Because of its brilliant, fiery-red color, no other Camellia in commerce reflects a more appropriate and emblematic name.

Until BLOOD OF CHINA is correctly identified, we propose to market the few plants available, under this symbolic horticultural name.

We have no quarrel or hate for the Japanese people, any more than we love the peace loving Chinese. The recent outrages and atrocities wrought by the callous brutality of Japan's dictatorial military power, among innocent Chinese people is a war of Imperialism, in which the Japanese people have no voice.

Visitors to Bellingrath Gardens, near Mobile, fortunate in seeing BLOOD OF CHINA in bloom, marvel at nature's outburst of winter flowering beauty.

At this famous garden, as well as at "LONGVIEW", it has been necessary to keep a guard near the plants when in flower, to prevent visitors from breaking off branches, destroying these priceless Camellias.

Back in 1931, we "discovered" the original plant, in a private garden of a Mobilian. The above photograph was taken by the writer, March 17th, 1931. This was years before this Camellia was known or purchased by the Bellingrath's and later transplanted to a fairy land garden of the Deep South.

We offer, subject to prior sale, a few of these very rare Camellias, propagated 1931,

from the original parent plant.

An owner of a BLOOD OF CHINA Camellia is a possessor of a rare gem of horticulture . . . an investment bringing thrills and enchantment worth many times its purchase cost. No other variety of Camellia will bring as much satisfaction, and increase in monetary value, like a BLOOD OF CHINA, growing in your garden or conservatory.

Individuals who bought BLOOD OF CHINA Camellias from us a few years ago, treasure these plants far beyond the value of money, as you will note from the replies they made when we recently tried to buy their plants.

PRICED ONLY ON APPLICATION

"LONGVIEW" CRICHTON, ALA., CAMELLIA SPECIALISTS

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The true VICTOR EMMANUEL

Camellia VICTOR EMMANUEL was named in honor of the king of Italy, many years ago.

This variety is described and pictured in L'ILLUSTRATION HORTICOLE, vol. 14, plate 533, published 1867, and the illustration on the right is a photographic copy from that old tome.

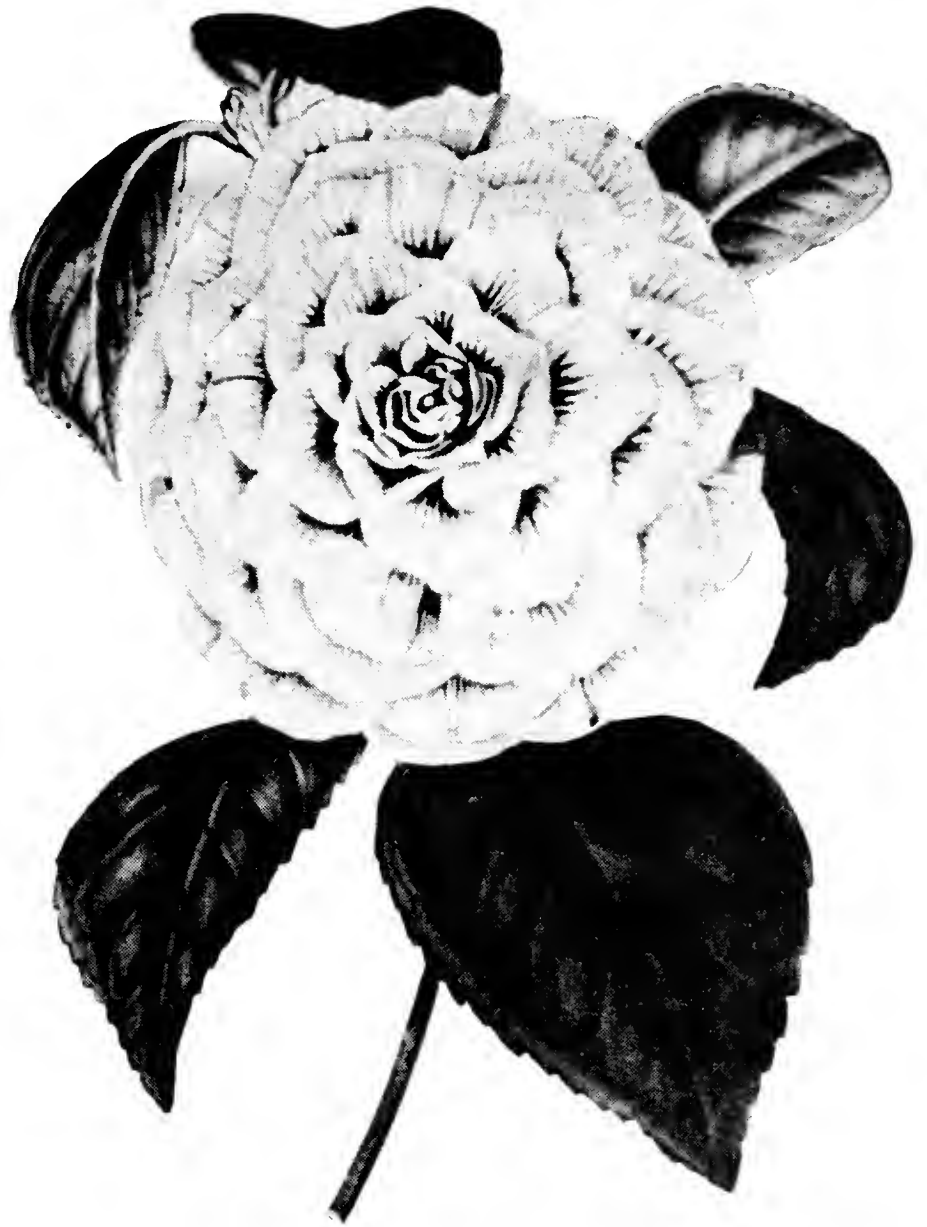
The following description, accurately translated from the French text, reads:

"Variety, without possible contradiction, truly distinct, elegant and worthy of attracting the attention of the choice amateurs, by the beauty of the fresh color of its flowers. It has been sent by a zealous amateur and friendly correspondent to the establishment A. Verschaffelt, (by) M. Pabuzzi of Venice, who has furnished already to collectors many beautiful things of this kind.

Tested out for several years by our editor to verify its qualities, it is now available at his home in beautiful specimens.

Flowers of medium size, white, tinged pink, veined and faceted carmine and taking on this rich tint from the base of the petals to beyond the middle; these petals are bifurcate, large and rounded in circumference, with a small point at the top, they are oval-pointed as far as centre; all perfectly overlapping.

Flowering easy and abundant: beautiful appearance.



A thorough search of numerous old books and European nursery catalogues, reveals these additional brief references:

J. Linden, Ghent, Belgium. Cat. for 1874, p. 17. Item 1361. Vittorio-Emmanuele II. White ground tinged with pink veined with carmine.

Van Houtte, Ghent, Belgium. Cat. for 1887/8, p. 23. Item 1089. Victor Emmanuel II. Cat. for 1890/1, p. 74. Item 1089. Victor Emmanuel II.

Sgaravatti, Fratelli, Padova, Italy. Cat. for 1897. Item 54. Vittorio Emanuele II, rosa chiaro striato e macchiato rose.

Rovelli, Fratelli, Pallanza, Lago Maggiore, Italy. Cat. for 1900, p. 42. Item 393. Vittorio Emanuel II (no description).

Guichard Soeurs, Nantes, France, current list, Item No. 66, VICTOR EMMANUEL II, imbricated, very large flower, rosy white, lined, veined, with carmine.

LA CAMELLA, by G. B., Tirocco, 1928, brief description as above.

CHOICE STOVE AND GREENHOUSE FLOWERING PLANTS, 1873, vol. 1, p. 218, VITTORIO EMMANUELLE II—A large delicate blush flower, with petals somewhat pointed and a stain of bright rose at base of each.

We are indebted to the librarian and her assistant, of the Massachusetts Horticultural Society for much of the above facts concerning the true VICTOR EMMANUEL.

A casual comparison of the illustration and descriptions above, with that on the left hand page, is sufficient proof of a difference with a distinction, in these varieties.

Flowers of BLOOD OF CHINA, 4 to 5 inches in diameter, comprised of many petals, irregularly shaped, twisted and curled, of loose peony or rose form. They are deep, but brilliant salmon-red, with reticulated darker veins, occasionally a few petals in center are slightly splashed with white.

When fully opened, a short brush of golden anthered stamens adds to the harmony of color combination.

Natural period of flowering in latitude of Mobile, late January through April.

BLOOD OF CHINA blooms freely, withstanding sub-freezing weather, grows vigorously in congenial soil, making a globular type specimen.

For a priceless possession, producing flowers of exciting beauty, that will bring thrills and enchantment for the balance of your life, let us quote with apologies one of those ancient Chinese proverbs:

"If you wish to be happy for an hour, get intoxicated. If you wish to be happy for three days, get married. If you wish to be happy for eight days, kill your pig and eat it. But if you wish to be happy forever, grow a BLOOD OF CHINA CAMELLIA.

Montgomery, Ala., Nov. 11th, 1937.
I received your letter in reference to the Camellia BLOOD OF CHINA. I don't believe you could prize it out of me with an offer too devoted to it. H.S.B.

Covington, La., Oct. 30, 1937.
BLOOD OF CHINA is the only plant of that variety I have, and far from being induced to sell it, I was going to ask you to let me have another this year for "insurance", although my plant is growing splendidly. S.J.K.

Columbus, Ga., Oct. 2nd, 1937.

If I sold my BLOOD OF CHINA Camellia, the money couldn't buy anything to replace the joy I get out of it, since none of your clients could appreciate this Camellia more than I do. M.B.D.

Shreveport, La., Nov. 1, 1937.

I do not want to dispose of my BLOOD OF CHINA Camellia . . . my Camellias are doing fine. L.G.P.

We have no connection with any other nurseries with similar name and same post office address.

Four years ago, we shipped a small BLOOD OF CHINA Camellia to a Pensacola, Fla. customer. 32 months later, we resold this same plant for more than 20 times the original purchase cost. The first sale brought \$75.00, and the second sale \$200.00. BLOOD OF CHINA Camellias seem to be "recession" proof investments that bring profits to their owners beyond all speculative hazards.

"LONGVIEW" CRICHTON, ALA.

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist

ONLY THE RICH Could afford Camellias

When Camellias were first introduced from China to Europe, common varieties were expensive plants 100 to 150 years ago.

Sales recorded in old books, reveal small Camellia plants fetching as much as \$180.00 to 6,000 francs.

In fact, Camellias of "yester-years" were truly the aristocrats of winter-flowering plants. They were owned by people of wealth, culture and refinement.

AND NOW, Camellias are NOT expensive

One may acquire a collection of rare and most beautiful varieties . . . blooming size specimens . . . for a relatively small cost, by judicious selection from an "honest" grower.

We say investment, because no other purchase is so sure to bring you dividends in glorious floral loveliness.

No other purchase will increase in monetary values, year after year . . . generation after generation . . . as "GOOD" Camellias.

We said buy from an "honest" grower. Most growers are honest.

Unfortunately, a Camellia is just a Camellia, to the average grower. They do not know the good from the mediocre varieties. Growers who acquire plants from other nurseries for re-sale purpose, usually let the initial cost determine what sorts they buy.

While the cost of "GOOD" Camellias may be somewhat higher than ordinary, misnamed, garden sorts, season after season, these "GOOD" varieties enhance in value beyond usurious rates of compound interest. Imagine a 35-year-old Camellia selling for \$1,000.00!

Other Camellias, 15 to 30 years old bringing \$250.00 to \$500.00 each.

You may not believe it, but customers paid these prices for seven car loads of fine varieties, collected specimens.

We furnished these plants to the Carolina Floral Nursery, Charleston, So. Car., during the fall of 1937. This well known firm secured 18 full car loads of collected specimen Camellias through "LONGVIEW" since 1930; with additional express shipments of small plants.

Lovers of sublime beauty in flowers will experience ecstasy and thrills beyond expectations seeing "LONGVIEW" Camellias when in bloom. Their radiant beauty, colors, and fascinating forms, will leave a pleasant memory, never to be forgotten.

Visitors from Maine to California, marvel at the countless exquisite varieties of breathtaking beauty . . . not found at other nurseries.

Judged by every standard of quality, "LONGVIEW" Camellias have won more blue ribbons, cups, Certificates of Awards, cash prizes, and approval . . . at Flower Shows . . . than all combined entries from the entire U. S. A.

Camellia growers from far away China, Hawaii, throughout the States, Canada, Bermuda and England, voluntarily express satisfaction with their investment in Camellias from "LONGVIEW".

You, too, can avoid many disappointments . . . and save money . . . buying your Camellias from a specialist.

For your convenience, "LONGVIEW" Camellias are pot grown. You get the "Earth", with all the plant roots. They can be shipped and replanted any season, at minimum cost for transportation.

For your protection, every "LONGVIEW" Camellia has an embossed copper-label, attached to a secondary branch, with a genuine MONEL metal, 7 strand flexible cable. This permanent label, indicating the variety, is a definite means for identification of the variety, in generations to come.

It is your guarantee that each Camellia was personally selected and tagged by Robt. O. Rubel, Jr., Prop. of "LONGVIEW".

This folder is one of numerous advertisements we have issued.

We have published many illustrated catalogues on Camellias since 1928, giving authentic information about these rare plants.

If interested in new and fine Camellias, write a card, asking that your name be placed in our permanent file.

Hundreds of choice and new Camellia introductions, grown at "LONGVIEW" will be illustrated in catalogues to be published, when we find time to write the copy.

Rare and Fancy Camellias

Fine Camellias, like rare gems, add brilliancy and sparkle to your winter garden.

Enjoy the thrill and enchantment of growing awe inspiring gems of horticulture.

Their ease of culture makes it a delight to own them.

Our illustrated 48 - page booklet on CAMELLIA CULTURE will be sent complimentary with order for one or more plants. Otherwise deluxe edition \$1.00 postpaid.

Charleston, So. Car., 6-17-38. Camellia Culture under glass for Florists will be quoted for the next 100 years as an authority on Camellias.
F. J. Alchele, Florist & Nurseryman,
Carolina Floral Store.



"THEY SAY"

- Baton Rouge, La.—Sept. 5, 1937.
The Camellias you sold me in the past have turned out to be my healthiest and best growers. L. F. L.
- Belleville, Ont., Canada—Dec. 3, 1937.
The Camellias arrived O. K. and the way they were packed was certainly a revelation. I am certainly proud of the plants. H. V.
- Sallinas, Calif.—Feb. 23, 1938.
Camellias arrived in first class shape. They are fine specimens and greatly appreciated. C. O. J.
- Port Arthur, Texas—Feb. 26, 1938.
I saw some Camellias from your place at Avery Island, Louisiana, and was impressed with some of the varieties. E. P.
- Battle Creek, Mich.—Feb. 28, 1938.
I wish to express my hearty appreciation of your fair treatment to me. The whole transaction has brought me a great deal of joy. I would not part with either Camellia for \$25.00. M. H. W.
- Edison, Penna.—Feb. 10, 1937.
The LADY HUME'S BLUSH Camellia I bought from you about four years ago is doing very good. I would be loath to part with it. Every one who saw the flowers marveled. H. M. O.
- Houston, Texas—Feb. 22, 1938.
Your exhibit of Camellia flowers at the River Oaks Country Club Camellia Show was the loveliest in the entire show. H. J.
- Green Farms, Conn.—Dec. 1, 1937.
The Camellias arrived in perfect condition. They are beautiful plants and stood the long journey perfectly. J. H. H.
- Gladwyne, Pa.—April 5, 1937.
I prefer your Camellias because they are so well grown and in pots. J. N. H.
- Columbus, Ga.—March 5, 1937.
I have a Prof. Sargent Camellia from you; several people wanted to buy it, but what is mere money compared to a lovely Camellia plant. J. E. P.
- St. Petersburg, Fla.—Feb. 18, 1938.
Received Camellias yesterday and they were in wonderful shape. B. M. T.
- Berkeley, Calif.—Feb. 15, 1938.
The Camellias from your gardens which I bought several years ago have grown beautifully and are blooming gloriously now. A. F. B.
- Augusta, Ga.
Many of my smaller Camellias have made 12 to 18 inches in growth—all have done well except a few plants I got from a Louisiana nursery which were improperly dug and packed, arriving bone-dry. One surely appreciates your methods of packing after receiving such shipments. A. F. B.
- Houston, Texas—Jan. 19, 1937.
The Camellias came yesterday packed in very perfect fashion. Your fine Camellias are so lovely—so distinctive from those I see elsewhere, that it is easy to remember the perfection and superiority of yours. I won first prize in the amateur exhibit at flower show with Camellias that came from Longview. J. A. T.
- Gough, So. Car.—March 10, 1937.
The Camellia plants arrived yesterday in very good shape. I am delighted with them and thank you for the promptness in sending them. F. H. E.
- Bryn Mawr, Pa.—Dec. 16, 1936.
The Camellias came in excellent condition and have rewarded me by coming into bloom at once. They are truly lovely. G. V., Jr.
- Columbus, Ga.—March 25, 1937.
The Camellias arrived and are beautiful. They are by far the finest looking we have ever bought. My brother in Tuscaloosa, Alabama, writes how pleased he is with his lovely Camellias from Longview. A. L. G.
- Dorchester, Mass.—June 21, 1937.
I wish to thank you most sincerely for the perfect condition my Camellias were received. They are growing fine and I am very pleased with these plants. E. S.
- Thomasville, Ga.—Dec. 22, 1936.
The Camellias were received this morning, and the plants are very beautiful. Appreciate the attention you gave the selection. N. W.
- Houston, Texas—Jan. 10, 1937.
I have wanted to write and tell you how charmed I am with the lovely Camellia plants I got from you. When I saw them, my passion for the beautiful overcame my judgment—and I plunged for them both. J. W. S.



Robt. O. Rubel, Jr., Prop.
Camellia Specialist

Crichton, Ala.

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Photos, text and layout by Robt. O. Rubel, Jr.